

Subject: RE: Broadway Utility Box Murals

From: Nick Griffin </O=LABID/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NICK GRIFFIN300>

Date: 05/05/2016 04:35 PM

To: Noah Strouse <noah@historiccore.bid>, Rena@fashiondistrict.org <rena@fashiondistrict.org>, Escott Norton <escott@lahtf.org>, Peter Stanislaus <peter@213downtown.la>, Ari Simon <ari@getdowntown.la>, eaheinrich@gmail.com <eaheinrich@gmail.com>

That all sounds good to me Noah, thanks for taking the lead. I don't think I have anything more to add at this point, but let me know if there are any specifics you'd like elaboration on.

From: Noah Strouse [mailto:noah@historiccore.bid]

Sent: Tuesday, May 03, 2016 12:02 PM

To: Rena@fashiondistrict.org; Nick Griffin <NGriffin@downtownla.com>; Escott Norton <escott@lahtf.org>; Peter Stanislaus <peter@213downtown.la>; Ari Simon <ari@getdowntown.la>; eaheinrich@gmail.com

Subject: Broadway Utility Box Murals

Hi Team,

As promised, here is an email initiating the conversation to determine a set of criteria for an RFP for a Broadway utility box mural program.

To reiterate the loose criteria discussed at our last BBB meeting:

Murals *should*:

- have a unified cohesive aesthetic
- reflect Broadway's history and architecture without being kitschy
- embrace the 'new' Broadway

Murals *may*:

- be granted out to one artist, one organization, or one art director to promote cohesive aesthetic
- depict decades, organized by block (2nd - 3rd = 20's, etc.)
- depict closeups of architectural details
- be left open mostly ended to allow artists/entities submitting proposals to do the creative thinking for us.

I think this is about as far as we got. Please respond with your thoughts and feelings in the next few days and we'll aim to get a first draft 1-pager done by end of next week.

Thanks,

Noah

PS - Please find attached some useful documents (thanks Rena) from past utility box mural projects

including box layouts, letters, and DOT parameters.

[HistoricCoreLogo.jpg](#)

NOAH STROUSE

Marketing & Services Coordinator

209-211 W 5th Street
Los Angeles, California 90013

p [213/488-1901](#)

c [310/383-6304](#)

[HistoricCore.BID](#)

FOLLOW US ON:

[facebook](#) / [twitter](#) / [instagram](#)

[HistoricCoreNewsletter.jpg](#)

24HR HOTLINE:

[213/239-8336](#)